

Performance Marketing FAQs: Google Ads, Meta Ads & Lead Generation

adstation GLOBAL
PERFORMANCE MARKETING AGENCY

Performance Marketing FAQs: Google Ads, Meta Ads & Lead Generation

Your Questions. Expert Answers. Better Campaigns. Higher Conversions.

Google Ads, Meta Ads, Lead Generation

FAQs ?
Top Questions. Clear Answers. Real Results.

- How do I choose between Google Ads and Meta Ads?
- How can I lower my CPA and improve ROI?
- What's the best strategy for lead generation?
- How do I track conversions accurately?
- How can I scale my campaigns profitably?

Leads Overview

	Clicks	Conversions	Cost / Conv.	ROAS
Google Ads	12.6K	1,35K	₹210	5.12
Meta Ads	8.7K	1,12K	₹185	4.85
Organic				

Let's Grow Your Business
Book a Free Strategy Call Today!

www.adstationglobal.com

Have questions about Google Ads, Meta Ads, performance marketing, lead generation, or conversion optimization? Explore our comprehensive [Performance Marketing](#) FAQs to find clear, practical, and easy-to-understand answers to common advertising challenges.

Learn why ads get clicks but no conversions, how to generate high-quality leads, choose the right keywords, improve landing page conversion rates, fix ad disapprovals, resolve campaign delivery issues, and optimize your advertising budget.

Whether you are a small business owner, marketer, startup, or growing company, these FAQs can help you understand paid advertising better, avoid common campaign mistakes, and improve your overall marketing performance with data-driven strategies.

1. Why are my ads getting clicks but not converting?

Ads can get clicks without conversions when the targeting, offer, landing page, or conversion tracking does not match user intent. Check keyword relevance, landing-page speed, CTA clarity, pricing, and tracking. Also compare search terms with actual conversions to identify low-quality traffic.

2. Why is no one buying your product and how to fix it?

People may not buy because the product, price, offer, trust signals, or customer journey does not meet their expectations. Improve your value proposition, use stronger product messaging, add reviews and clear benefits, simplify checkout, and retarget visitors who did not purchase.

3. How to get quality leads from Google Ads?

To get quality leads from Google Ads, target high-intent keywords, use specific audience targeting, create relevant landing pages, and optimize for qualified conversions rather than clicks. Use negative keywords to remove irrelevant searches and regularly review lead quality.

4. How to generate high-quality leads?

Generate high-quality leads by targeting people with strong purchase intent and creating a clear path from ad to conversion. Use specific keywords, compelling offers, qualification questions, conversion tracking, and landing pages designed for your ideal customer.

5. How much do Google Ads pay per 1000 views?

Google Ads does not have a fixed payment for 1,000 views. Advertisers generally pay based on the campaign's bidding model, such as clicks, impressions, conversions, or other interactions. CPM pricing is used for campaigns focused on impressions, and costs vary by audience, industry, location, competition, and ad placement.

6. How to increase landing page conversion rate?

Increase landing page conversion rates by matching the page closely with the ad, making the main benefit immediately clear, using one strong CTA, improving page speed, adding trust signals, and removing unnecessary distractions. A/B test headlines, offers, forms, and CTA placement.

7. Why is my website conversion rate so low?

A low website conversion rate can result from poor traffic quality, unclear messaging, slow page speed, weak CTAs, complicated forms, poor mobile experience, or lack of trust. Review

analytics and user behavior to find where visitors are leaving and test improvements systematically.

8. How to make high-converting landing pages?

Create high-converting landing pages with a clear headline, relevant offer, persuasive benefits, strong CTA, social proof, trust signals, fast loading speed, and mobile-friendly design. Keep the page focused on one conversion goal and make the next step easy to understand.

9. How long does it take for a Google Ads campaign to be approved?

Most Google Ads are reviewed within one business day, although complex reviews can take longer. Google reviews the ad, assets, keywords, destination, and other elements for policy compliance.

10. How do I create a new campaign in Google Ads?

To create a Google Ads campaign, choose your campaign objective and type, set your location and budget, select bidding settings, create an ad group, add relevant keywords, write your ads, add assets, check conversion tracking, and publish the campaign for review.

11. Why am I not getting leads from my Google Ads campaign?

You may not be getting leads because of low search volume, poor targeting, irrelevant keywords, weak ad copy, an ineffective landing page, insufficient budget, or incorrect conversion tracking. Review impressions, clicks, search terms, conversion data, and landing-page performance before changing the entire campaign.

12. Why can't I create a new Google Ads campaign?

You may be unable to create a campaign because of account restrictions, billing problems, incomplete account setup, policy issues, access permissions, or temporary technical problems. Check your Google Ads notifications, billing section, account status, and policy manager for specific warnings.

13. How do I choose the best keywords for my Google Ads campaign?

Choose keywords based on search intent, relevance to your product or service, commercial value, competition, and expected conversion potential. Prioritize keywords that indicate buying intent and use negative keywords to prevent irrelevant searches from consuming your budget.

14. How to set keywords in Google Ads?

Add keywords to the relevant ad group and choose an appropriate match type, such as broad, phrase, or exact match. Group closely related keywords together and make sure the ads and landing page match the search intent. Monitor search terms and add negative keywords regularly.

15. How many keywords should you have in a Google Ads campaign?

There is no fixed number of keywords that works for every Google Ads campaign. Focus on tightly related, high-intent keywords rather than adding hundreds of loosely related terms. The right number depends on your products, services, search volume, budget, and campaign structure.

16. Why was my Google Ad disapproved?

A Google Ad can be disapproved because its content, destination, claims, keywords, or other elements violate Google Ads policies. Open the ad's status or policy details to identify the specific reason, fix the issue, and resubmit the ad for review.

17. How can I appeal a Google policy violation?

If you believe a Google Ads policy decision is incorrect, or you have fixed the violation, you can appeal from your Google Ads account. Select the affected ad, choose **Appeal**, select the appropriate reason, choose the ads to appeal, and submit the request.

18. How to fix Google AdSense policy violation?

First, identify the specific AdSense policy issue in your account, then remove or correct the violating content, ads, traffic source, or website issue. Review Google's policy requirements carefully and request a review when the issue has been resolved. AdSense policies are separate from Google Ads policies, so use the policy information shown in your AdSense account.

19. How do I fix a Google Ads policy violation?

Find the exact policy violation in Google Ads, review the affected ad and landing page, and make the required changes. Save the corrected ad so it can be reviewed again, or appeal the decision if you believe it was made in error. Google may disapprove ads because of either ad content or destination issues.

20. I created my Google Ads campaign, but my ad is not showing. What should I do?

Check whether the ad is under review, disapproved, paused, limited, or marked eligible but not serving. Also check your budget, bids, targeting, keyword eligibility, billing, campaign dates, and account status. If the ad is under review, allow time for Google's review process.

21. I set up my Google Ads campaign, but it says no eligible ads; how do I fix it?

“No eligible ads” usually means the campaign does not currently have an ad that can serve. Check whether your ads are paused, disapproved, under review, incomplete, or affected by policy restrictions. Create or enable a compliant ad and verify that its ad group and campaign are active.

22. I added keywords, but Google Ads says low search volume; what should I do?

“Low search volume” means Google has determined that a keyword receives very little relevant search activity. Use more specific but sufficiently searched keywords, review keyword variations, and consider broader targeting where appropriate. Do not add irrelevant high-volume keywords simply to increase impressions.

23. My Google Ads campaign is active, but I am getting no impressions. Why?

An active campaign can have zero impressions because of low search volume, overly narrow targeting, low bids, limited budget, keyword issues, ad approval problems, scheduling, location settings, or account restrictions. Check campaign, ad group, keyword, ad, billing, and policy statuses before making major changes.

24. I created a Facebook Ads campaign, but it is not delivering; how can I fix it?

Check whether the campaign, ad set, and ad are active and approved. Then review your audience size, budget, bid strategy, schedule, payment method, placements, optimization event, and tracking setup. If delivery is limited, broaden overly restrictive targeting and check Meta's delivery status for the specific reason.

25. Why are Google Ads automatically re-enabling paused keywords?

Google Ads may show confusing keyword status changes because of campaign settings, automated recommendations, shared settings, account changes, or edits made through another tool or user. Check the keyword's change history, campaign settings, automated rules, recommendations, and account access to identify what changed it. If an automated rule or external integration is responsible, disable or modify that setting.

Why choose AdStation Global for performance marketing?

[AdStation Global](#) focuses on measurable performance across Google Ads, Meta Ads, LinkedIn Ads, YouTube Ads, Microsoft Ads, CRO, landing pages, and lead generation. Its approach combines paid media, conversion optimization, analytics, and AI-driven marketing to help businesses improve qualified leads and revenue rather than simply increase clicks.

For businesses struggling with low-quality leads, poor conversion rates, or underperforming paid campaigns, AdStation Global also provides CRO, A/B testing, landing-page and funnel services alongside performance marketing.